



STYLE GUIDE
NEW YORK

2020





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PRIMARY PALETTE



RGB: 231 45 62
HEX: E72D3E
CMYK: 0 92 70 0
PMS: RED 032 C

RGB: 18 72 146
HEX: 124892
CMYK: 99 76 0 0
PMS: 7686 C

RGB: 256 249 229
HEX: FCF8E5
CMYK: 2 2 14 0
PMS: 9064 C

RGB: 116 201 229
HEX: 74C9E5
CMYK: 55 0 0 0
PMS: BLUE 0821 C

SECONDARY PALETTE

RGB: 23 139 204
HEX: 178BCC
CMYK: 79 33 0 0
PMS: 7689 C

RGB: 28 41 73
HEX: 1C2949
CMYK: 100 87 42 40
PMS: 533 C

RGB: 0 169 127
HEX: 00A97F
CMYK: 78 2 62 0
PMS: 808 C

RGB: 232 57 116
HEX: E83974
CMYK: 0 88 26 0
PMS: 205 C

RGB: 184 24 38
HEX: B81826
CMYK: 19 100 87 10
PMS: 7621 C

RGB: 206 201 193
HEX: CEC9C1
CMYK: 22 18 23 2
PMS: 7534 C

BULLY REGULAR

USE IN TITLES AND EFFECTS
(DAFONT.COM)

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890 !@#\$%^&*[]_+

KRISHA REGULAR

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EVIL EMPIRE

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SIMPLENESS REGULAR

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SPORTS WORLD

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BASKETBALL

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SLABBY PRICES

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Retrock

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abcdefghijklm
nopqrstuvwxyz

I ♥
LB



EDITORIAL



UNITED HEROEZ

WE CAN SAVE NEW YORK

LET'S SAVE NEW YORK

HEROEZ IN AMERICA

LADYBUG IN NEW YORK

TOGETHER WE CAN SAVE NEW YORK



★ ★ ★
GRAPHICS

LET'S ★ SAVE NEW YORK



HEROEZ IN AMERICA



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GRAPHICS

WE CAN SAVE NEW YORK

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3D VERSION



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VECTOR VERSION



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ZAGMLBTVMOVBD 03 VT.AI



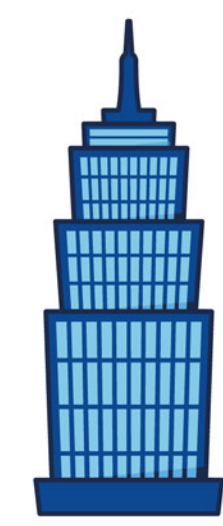
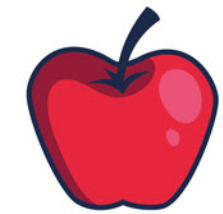
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ICONS

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UNITED
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ICONS CAN NOT BE USED WITHOUT
A CHARACTER OR PROPRIETARY
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PATTERNS



PATTERNS

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